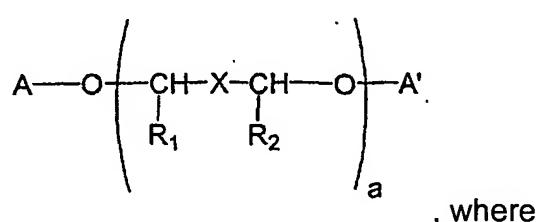


That Which is Claimed:

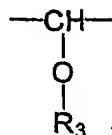
1. A water-in-oil emulsion, comprising
 - (a) a fatty phase which includes
 - (a1) at least one oil component, and
 - (a2) at least one wax component;
 - (b) a water phase which includes
 - (b1) 30 to 85% by weight of water, and
 - (b2) 5 to 50% by weight of at least one skin-moisturizing agent selected from the group consisting of glycerol, chitosan, Fucogel, propylene glycol, polyethylene glycol, dipropylene glycol, butylene glycol, mannitol, lactic acid, polyethylene glycol, glycine, sodium pyrrolidonecarboxylic acid, hyaluronic acid, urea and salts thereof,
 - (c) at least one water-in-oil emulsifier selected from the group consisting of interface-active substances of the general structure A-B-A', where A and A' are identical or different hydrophobic organic radicals, and B is a hydrophilic group,

wherein the emulsion is solid at room temperature.

- 20 2. The water-in-oil emulsion as claimed in claim 1, wherein the at least one water-in-oil emulsifier includes a water-in-oil emulsifier selected from the group consisting of:
 - (i) water-in-oil emulsifiers having the general formula



- A and A' are identical or different hydrophobic organic radicals,
- a is a number from 1 to 100,
- X is a single bond or the group



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- R_1 and R_2 , independently of one another, are H or methyl, wherein R_1 and R_2 are not both methyl at the same time,
- R_3 is selected from the group consisting of H, and branched and unbranched, saturated and unsaturated alkyl and acyl radicals having 1-20 carbon atoms;

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- (ii) fatty alcohols having 8-30 carbon atoms,
- (iii) monoglycerol esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,

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- (iv) diglycerol esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,

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- (v) triglycerol esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,

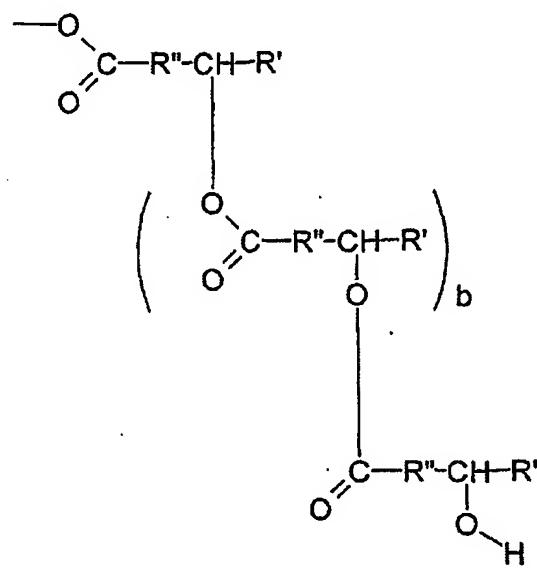
- (vi) polyglycerol esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms with up to 10 glycerol units,

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- (vii) monoglycerol ethers of saturated or unsaturated, branched or unbranched alcohols with a chain length of 8-24 carbon atoms,

- (viii) diglycerol ethers of saturated or unsaturated, branched or unbranched alcohols with a chain length of 8-24 carbon atoms,
- (ix) triglycerol ethers of saturated or unsaturated, branched or unbranched alcohols with a chain length of 8-24 carbon atoms,
- 5 (x) polyglycerol ethers of saturated or unsaturated, branched or unbranched alcohols with a chain length of 8-24 carbon atoms with up to 10 glycerol units,
- (xi) propylene glycol esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,
- 10 (xii) sorbitan esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,
- (xiii) sorbitan esters of polyols,
- (xiv) pentaerythrityl esters of saturated or unsaturated, branched or unbranched
- 15 alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,
- (xv) methylglucose esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,
- 20 (xvi) polyglycerol methylglucose esters of saturated or unsaturated, branched or unbranched alkanecarboxylic acids or hydroxyalkanoic acids with a chain length of 8-24 carbon atoms,
- (xvii) glycetyl fatty acid citrates,
- (xviii) cetyl dimethicone copolyols,
- 25 (xix) alkyl methicone copolyols,
- (xx) alkyl dimethicone ethoxyglucosides, and
- (xxi) water-in-oil emulsifiers described in (i)-(xx) that have been polyethoxylated, polypropoxylated or both polyethoxylated and polypropoxylated.

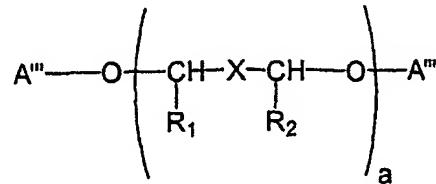
3. The water-in-oil emulsion as claimed in claim 1, wherein the water-in-oil emulsifier (c) is selected such that the radicals A and A' are selected from the group consisting of (i) branched and unbranched, saturated and unsaturated alkyl and acyl radicals and hydroxyacetyl radicals having 10-30 carbon atoms, and (ii) hydroxyacetyl groups joined together via ester functions, according to the scheme



where R' is selected from the group consisting of branched and unbranched alkyl groups having 1 to 20 carbon atoms, R'' is selected from the group consisting of branched and unbranched alkylene groups having 1 to 20 carbon atoms, and b is from 0 to 200.

4. The water-in-oil emulsion as claimed in claim 1, wherein the water-in-oil emulsifier is selected from the group consisting of PEG-30 dipolyhydroxystearate, decaglyceryl heptaoleate, polyglyceryl-3 diisostearate, PEG-8 distearate, diglycerol dipolyhydroxystearate, glycerol isostearate, sorbitan isostearate, polyglyceryl-3 methylglucose distearate and steareth-2.

5. The water-in-oil emulsion as claimed in claim 1, wherein the at least one water-in-oil emulsifier includes a stabilizer selected from the group of substances of the general formula

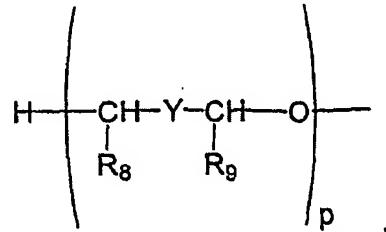


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, where

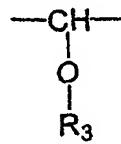
- A'' and A''' are identical or different hydrophobic organic radicals and are selected from the group consisting of alkyl radicals, acyl radicals and radicals of the formula:

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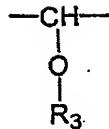


15 - where R_8 and R_9 may be identical or different and are selected from the

- group consisting of saturated and unsaturated alkyl and acyl radicals having 1-30 carbon atoms, p is a number from 1-20, and Y is a single bond or the group



- a is a number from 1 to 100,
- X is a single bond or the group



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- R_1 and R_2 , independently of one another, are H or methyl, such that both R_1 and R_2 are not both methyl at the same time,
- R_3 is selected from the group consisting of H, and branched and unbranched, saturated and unsaturated alkyl and acyl radicals having 1-30 carbon atoms.

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6. The water-in-oil emulsion as claimed in claim 5, wherein the stabilizer includes a PEG-45/dodecyl glycol copolymer, a PEG-22/dodecyl glycol copolymer, a methoxy PEG-22/dodecyl glycol copolymer, or mixtures therof.

15 7. The water-in-oil emulsion as claimed in claim 1, further comprising one or more of at least one pigment, at least one dye and at least one powder substance.

8. The water-in-oil emulsion as claimed in claim 1, further comprising at least one anti-wrinkle substance.

20 9. The water-in-oil emulsion as claimed in claim 1, further comprising one or more of at least one UVA filter substance, at least one UVB filter substance, at least one broadband filter substance and at least one inorganic pigment.

25 10. The water-in-oil emulsion as claimed in claim 1, further comprising at least one anti-acne substance.

11. A cosmetic or dermatological stick comprising the water-in-oil emulsion as claimed in claim 1.

12. The cosmetic or dermatological stick as claimed in claim 11, said stick 5 being spreadable and storage-stable in a temperature range from -10°C to 50°C.

13. The cosmetic or dermatological stick as claimed in claim 11, said stick being supplied in a sleeve-like packaging.

10 14. The cosmetic or dermatological stick as claimed in claim 13, wherein the stick sleeve can be filled on both sides from top and bottom.

15 15. The cosmetic or dermatological stick as claimed in claim 13, wherein the stick sleeve can be filled at a temperature of 90°C.

16. The method for moisturizing the skin comprising applying to the skin an water-in-oil emulsion that is solid at room temperature comprising:

(a) a fatty phase which includes
(a1) at least one oil component, and

(a2) at least one wax component;

(b) a water phase which includes
(b1) 30 to 85% by weight of water, and

(b2) 5 to 50% by weight of at least one skin-moisturizing agent selected from the group consisting of glycerol, chitosan, Fucogel, propylene glycol, polyethylene glycol, dipropylene glycol, butylene glycol, mannitol, lactic acid, polyethylene glycol, glycine, sodium pyrrolidonecarboxylic acid, hyaluronic acid, urea and salts thereof,

(c) at least one water-in-oil emulsifier selected from the group consisting of interface-active substances of the general structure A-B-A', where A and

A' are identical or different hydrophobic organic radicals, and B is a hydrophilic group,
wherein the emulsion is solid at room temperature.

5 17. The method as claimed in claim 16, wherein the water-in-oil emulsion is in
the form of a cosmetic or dermatological stick.